

Conducting the 2010 Census in Your Community

Baltimore City Department of Planning-Mayor's Complete Count
Committee

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Our Job is to Count Everyone – Once!

- Constitutional Mandate
- 130 million housing units
- Thousands of group quarters
- Language challenges
- Coverage challenges

“It’s In Our Hands....”

Major Census Activities in a Nutshell

- Address List Development
- Questionnaire Delivery
- Group Quarters Enumeration
- Language Assistance
- Recruitment Efforts
- Partnership Efforts

MARYLAND LOCAL CENSUS OFFICES

- BALTIMORE CITY (OPEN)
- FREDERICK (OPEN)
- LARGO (OPEN)
- ANNE ARUNDEL AREA (FALL 2009)
- BALTIMORE CITY (FALL 2009)
- BALTIMORE COUNTY (FALL 2009)
- MONTGOMERY COUNTY (FALL 2009)
- EASTERN SHORE (FALL 2009)
- SOUTHERN MARYLAND (FALL 2009)

Questionnaire Delivery

- Questionnaires are delivered or mailed to all housing units in March 2010
 - March 8-10 Advance Letter
 - March 15-17 Questionnaire
 - March 22-24 Reminder Postcard
 - **APRIL 1, 2010** **CENSUS DAY**
 - April 6-15 Replacement Questionnaire

Residency Rules Guide Where People are Counted

- Where you live or sleep most of the time

Language Assistance

- Spanish / English Questionnaire
- Telephone Questionnaire Assistance
 - English
 - Spanish
 - Chinese
 - Korean
 - Vietnamese
 - Russian
- Language Assistance Guides (51+ languages)
- Language Identification Flash Cards (51+ languages)
- Multilingual Enumerators
- Questionnaire Assistance Centers
- Be Counted sites (6 languages)

Recruitment Efforts

- Two big recruiting drives
 - National Address Canvassing - October 2008 to April 2009
 - Nonresponse Followup - October 2009 to April 2010
- Approximately 3 million applicants needed
- Toll-free Jobs Line – 1-866-861-2010
- Recruiting Website
- Recruitment Advertising
- Local recruiting and testing
- Multilingual applicants needed

2010 Census Communications Plan

- The campaign's goals are to:
 - Increase mail response.
 - Improve overall accuracy and reduce the differential undercount.
 - Improve cooperation with enumerators.
- The campaign will include:
 - National TV, radio, and print.
 - Local radio and print.
 - Interactive media and recruitment efforts.
- Draft FCB subcontracted with G&G – an SBA-certified, small advertising agency with expertise in the **American** Indian, Alaska Native, and Native Hawaiian and other Pacific Islanders populations. G&G also developed the advertising and marketing for the Census 2000 AIAN effort.

Partnership Efforts

- Complete Count Committees
- Promotional materials
- Specialized outreach to hard-to-count populations and communities
- Special Events – parades, festivals, community events
- Groundwork activities in 2008 and early 2009
- Mobilization of partners from mid-2009 through spring 2010
- 680 staff from January 2009 onward

What Can Partners Do?

- Develop strategic mobilization campaign plans
- Strategize with regional partnership staff in joint outreach efforts
- Convene a 2010 Census Kick-off with key leaders
- Motivate high-level community leaders to support census
- Mobilize community-specific Complete Count Committees
- Urge local constituents to apply for a census job
- Educate constituents about importance of being counted
- Publicize census participation through communication networks
- Publicize census participation at community-specific festivals, parades, and special events
- Create and distribute 2010 Census promotional materials

CONTACT THE PHILADELPHIA REGION PARTNERSHIP STAFF

2010 Census Partnership Program

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